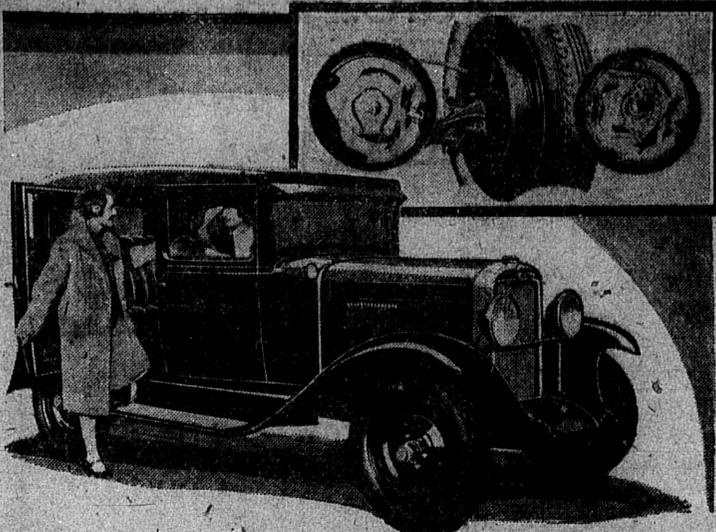


Chevrolet Adopts New Improved Brakes



Pictured here is the sensational new Chevrolet Six Sedan, with an inset of the new internal-expanding four-wheel brakes, one of the important safety features incorporated in the 1930 Chevrolet Six. The new brakes are designed to serve thousands of miles on one set of linings; they may be easily adjusted without the removal of any plates from the brake drum and they operate with efficiency on all four wheels.

Women Dictate New Designs

Women's wishes play an important part in the designing of a motor car, according to Mr. Halston, assistant general sales manager of the Chevrolet Motor Co., who is making an extended business tour of the western states. This, to a great extent, Mr. Halston states, has served to bring about a renaissance in motor car design until the cars of today combine beauty of line with ruggedness of build and power in operation.

"When a new car is to be brought out," said Mr. Halston, "the wishes of the woman driver are carefully considered. Thousands of suggestions, criticisms and words of praise for features contained in a car are received every year. These are carefully studied and a cross-section view obtained of just what the woman driver wants in her car. Generally speaking, it may be said that she wants beauty of line, pleasing color combinations, comfort and plenty of power. She is just as exacting as a man driver in remaining performance, while at the same time she wants smartness of design and ease of operation."

New Features

For example in the new Chevrolet, many features have been added at the suggestion of women drivers. The steering wheel in the 1930 model has been set lower and the seats made deeper. With the idea of making driving easy for women drivers, much attention was paid by the engineering staff in the designing of brakes for the new car, with the result that one has

been evolved which gives a maximum of deceleration with a minimum of exertion. Another thing for the benefit of women drivers, as well as men, is the placing of the gasoline gauge on the dash, making it possible to see at a glance just how much gas there is in the tank and avoiding all possibility of running out of gas without warning.

"Much favorable comment has been received from women drivers on the adjustable driver's seat and the smooth clutch action of the Chevrolet as well as on the harmonious design of the interior as well as the blending of colors on the outside of the body."

Engineers Approve

"All of these details have been carefully considered by the engineers of the Chevrolet Motor Company working in co-operation with those of the Fisher Body Corporation, all endeavoring to give the woman driver just what she wants."

Speaking of the renaissance in body design, Mr. Halston said: "Before the days of motor cars, much attention was paid by coach makers to the style and beauty of their products. The coach maker took a particular pride in turning out a body that was a thing of beauty yet at the same time was sturdy. "When motor cars first came into being, this general tone was followed out, but as the car came to be more and more developed, more attention was given to building a sturdy body, with the trend towards ruggedness of appearance

rather than beauty of line. "Within the past few years, however, there has come a general swing towards beauty in the design of motor cars, combining this with strength of construction, with the result that all classes of buyers, men as well as women, have found their wishes met in the building of their cars."

License Fee Doubled After Tomorrow, 31st

SACRAMENTO, Jan. 30—After January 31st, all who have not applied for license plates will be required by law to pay a double fee, the Division of Motor Vehicles announced today.

In the case of an ordinary passenger vehicle, this will mean \$6 instead of \$3. For trucks or other commercial vehicles it will mean a great deal more as the fee for such vehicles is based on the weight.

In addition to being compelled to pay double the motorist who fails to apply for plates is risking arrest and is liable to have his car tied up.

Applications may be made directly by mail to the division offices in Sacramento or in person at the main office or any branch office. Frank G. Snook, chief of the division, estimates that more than 1,500,000 sets of the new plates have been issued to date. "There is no excuse for any person to wait longer before making application," he said.

SEARCH FOR OIL FROM AIR

Latest Type of "Prospecting" Uses Photographs Taken from 15,000 Foot Elevation

SACRAMENTO, Calif., Jan. 30.—(UP)—Prospecting for oil by use of airplanes, once a novelty, is now in use by all the major oil companies of California.

This information, contained in a report to the state by the United States Bureau of mines, further disclosed that the method is a means of saving much time and expense in making geological surveys of prospective oil lands. Aerial photography, which enables the geologist to locate in detail the faults and other topographic details, is used for the surveys. A series of several series of overlapping photographs are taken at various intervals from an airplane flying 15,000 feet over the ground.

The lens of the camera points vertically downward through a hole in the floor of the plane's cabin, and at this altitude each 7 by 9 inch photograph covers an area approximately 2 by 2 1/2 miles.

AIR CHIEF JOINS STAFF OF RICHFIELD

Captain E. L. Curtis, former airways extension superintendent of the Airways Division, U. S. Department of Commerce, and more recently associate airways engineer at Los Angeles, has been associated with the Richfield Oil company of California as chief engineer of the service division of its aviation department according to an announcement just made by C. B. Garretson, vice president.

Captain Curtis will organize a department which will extend a consulting service to communities and air transport operators, aviation schools, etc., desiring advice relative to the selection of airport sites, methods of condition and surfacing airports, and in addition will furnish complete plans, specifications, and cost data necessary to construct and put an airport into operation, together with an estimate of probable revenues and maintenance costs. This service will be without charge and will be an extension of the many aviation advisory activities of the aviation department.



CAPT. E. L. CURTIS

Non department of the Richfield Oil Company.

Following service as a pilot in the air service of the United States Army during the World war, Captain Curtis returned to school, attending the University of California, Kansas City University, Kansas University, where he received a degree in civil engineering, and Massachusetts Institute of Technology, where he graduated in 1921 as an aeronautical engineer.

After a number of years of barnstorming and aerial photography work, Curtis helped organize the Pueblo-Cheyenne air mail route, was chief pilot of this division of the air mail service and made its inaugural flight.

He left the air mail service in May, 1927, to become airways extension superintendent in the U. S. department of commerce, later being transferred to San Francisco, California, as associate airways engineer in charge of the Federal Pacific Coast airways, which duties embraced the maintenance of all beacons, intermediate landing fields, weather reporting and radio communication systems, resigning from this position in October, 1929. He is a captain in the Air Corps Reserve, United States army, is a transport pilot, and has had over 8,500 hours of actual flying experience.

SCHOOLS WILL COUNT NOSES IN OCTOBER

All Children Under 18 to Be Listed in New State Census

By HOMER L. ROBERTS (United Press Staff Correspondent) SACRAMENTO, Calif., Jan. 30.—(UP)—Torrance boys and girls under 18 are slated to have their "noses counted" again this fall when a new statewide registration of minors is taken in California. Under a provision of the newly adopted school code, such a registration must be taken during the first full school week in October, and every three years thereafter. California now has more than a million and a quarter children of

school age, according to a census table just released by Walter E. Morgan, chief of the division of research and statistics of the state department of education.

Of this number 492,218 reside in Los Angeles county, Morgan says. They are divided nearly "50-50" as to sex, there being 206,128 boys and 204,095 girls.

In California as a whole, boys of school age lead the girls in number by just a few thousand," said Morgan. "The last census showed a total of 519,898 boys, compared to 506,316 girls. There were 188 children whose sex was not reported, mostly babes in arms."

Seven-year-old youngsters are the most numerous, with a total of 84,000 registered, while the smallest age group is represented by babies under a year old, with 44,000. This is accounted for, according to the bureau of vital statistics, by the normal infant mortality toll, although California has one of the lowest rates of any state in the nation.

Elementary school districts conducting the census this year are, according to law, required to appoint a "Registrar of Minors" before September 15. The necessary deputies will also be provided, and the trustees are authorized to pay "any reasonable compensation," but not exceeding \$30 for the first statutory teacher and \$10 for each additional statutory teacher allowed each elementary district.

This, it is explained, will assure uniform cost of registering minors throughout the state and at the same time permit the job to be done thoroughly.

FIGUEROA ST. RIGHT-OF-WAY IS GRANTED

Decision of Judge Baird Assures 100 Ft. Paving from Manchester to 190th Street

Plans to make Figueroa street a 100-foot highway from Manchester avenue south to 190th street are under way, according to Carl Stuenkel, chairman of streets and highways committee for the Gardena Valley Chamber of Com-

merce. Condemnation suits for the 100-foot right-of-way were decided and signed by Judge W. S. Baird of the Superior Court, Monday and the referee's decision accepted for this improvement.

This decision will take care of the right-of-way through the oil field and Rosecrans Rancho to Riverside-Redondo boulevard, which has been held up heretofore, Stuenkel stated. The decision for a 100-foot right-of-way will give Figueroa a uniform width, as it now varies from 40' to 80' feet in width. Figueroa is paved now from Riverside-Redondo south to 190th street.

Vermont-Normandie

The Board of Supervisors have ordered an ordinance prepared and are appointing appraisers to proceed with condemnations and appraisals under the Mattson Act for acquiring a right-of-way and paving the unpaved portions of Vermont and Normandie avenues from their present terminus to converge at Lomita Road and Anaheim street. The work of appraising will start immediately. Vermont is paved to 240th street and Normandie avenue to Weston street.

REXALL SALE DURING MONTH OF FEBRUARY

Dolley Drug Company Celebrates 27th Rexall Anniversary with Reduced Prices

Beginning Saturday, February 1, and continuing throughout the entire month of February, the Dolley Drug Company, El Prado and Sartori avenue, will join with other Rexall stores throughout the nation in the 27th Birthday Rexall Sale.

Reduced prices on United Drug Company trade-marked goods will be given during the next month. Such nationally known lines as Rexall, Puretest, Klenzo, Artstyle, Liggett's, Kamblek, Firstaid and many others sold exclusively by the Dolley Drug Company in Torrance will be offered at substantially reduced prices. Full particulars are given in a half page advertisement in this issue.

Mr. and Mrs. Grace Purchase Market

Mr. and Mrs. Stephen P. Grace have purchased the Davis Market, 1629 Carson street, and are now in charge of the business.

Mrs. Grace has been in charge of the Salvation Army work in Torrance for the past five years, and both she and Mr. Grace enjoy a wide acquaintance among Torrance residents.

They are devoting their entire time to business at the market.

Mr. and Mrs. Clyde Whitney and son Bobby of San Bernardino were guests of Mr. and Mrs. R. J. Deininger over the weekend.

Be sure you get the genuine **EAU DE QUININE** made by **Pinaud** —the world's most famous hair tonic. Checks dandruff—keeps hair thick and strong. At your favorite store—or see this advertisement out and mail to Pinaud, Dept. M, 210 East 21st Street, New York, for free sample.

THE MORE YOU TELL THE MORE YOU SEE USE OUR CLASSIFIED PAGE

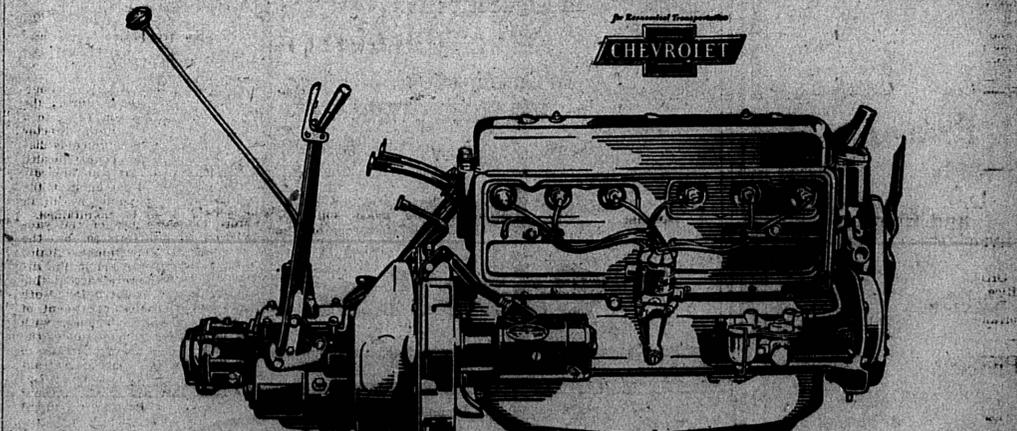
Are You Moving?

CALL TORRANCE 53

Tolson Transportation System, Inc.
1230 Border Ave. Torrance

Brunswick RECORDS

DE BRA RADIO Company
Post Ave. at Cravens
Phone Torrance 370-W



50 horsepower six cylinder engine

Not until you drive the new Chevrolet Six can you appreciate what a wonderful improvement has been made in its famous six-cylinder valve-in-head engine. With its capacity increased to 50 horsepower, it has great reserve energy for sweeping up the steepest hills—for swift acceleration —and for sustained high speeds. Its power flows evenly and smoothly. And it is extremely flexible in traffic. In fact—it does everything you could possibly want a motor to do. Yet it is remarkably economical in its use of gasoline and oil. Come in today for a demonstration.

--At Greatly Reduced Prices!

| | | | |
|--------------------|-------|--------------------------------|-------|
| The ROADSTER | \$495 | The CLUB SEDAN | \$625 |
| The PHAETON | \$495 | The SEDAN | \$675 |
| The SPORT ROADSTER | \$525 | The SEDAN DELIVERY | \$595 |
| The COACH | \$565 | The LIGHT DELIVERY CHASSIS | \$365 |
| The COUPE | \$565 | The 1 1/2-TON CHASSIS | \$520 |
| The SPORT COUPE | \$625 | The 1 1/2-TON CHASSIS WITH CAB | \$625 |

All prices f. o. b. factory, Flint, Michigan

The New CHEVROLET SIX

Torrance Motor Co.

Marcelina at Cravens Torrance
BOYD A. WALKER West's Garage LOMITA, CALIF.
Phone 127

A SIX IN THE PRICE RANGE OF THE FOUR

1931

1930 ONE BILLION DOLLARS

1929 \$847,910,538

1928 \$765,188,976

1924 \$326,500,000

1920 \$157,460,000

1910 \$11,228,000

1904 \$285,000

Bank of Italy
NATIONAL SAVINGS ASSOCIATION
A NATIONAL BANK
TORRANCE BRANCH
1330 Sartori Ave. James W. Leech, Mgr.

The FIRST BILLION DOLLARS IS THE HARDEST!

BANK OF ITALY IS NOW ON ITS SECOND BILLION

NO LARGE bank in the world is growing more consistently than the Bank of Italy. This growth is made possible by the enthusiastic and loyal cooperation of a million and a half patrons who believe in the institution...in its methods, policies, purposes, plans and ideals. The executives of the Bank of Italy are fully aware of their responsibility in administering...for the good of the entire State of California...the great resources of this institution. More than ever before the Bank of Italy is... "of the people, by the people, for the people."